



WGAL
1300 Columbia Avenue
Lancaster, PA 17603
Main: (717)393-5851
Billing: (410)338-6432

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
959735-1	11/25/12	November 2012	10/29/12 - 11/25/12

Station	Account Executive	Sales Office	Sales Region
WGAL	Mary Tricoli	HRP -Washington	National

Advertiser	Product	Estimate Number
American Petroleum Institu	API 2012 FH	

Billing Address:

Strategic Media - DC
Attention: Accounts Payable
3299 K Street
NW Suite 200
Washington, DC 20007

Send Payment To:

WGAL
P.O. Box 26878
Lehigh Valley, PA 18002-6878

Flight Dates	Order #	Alt Order #
11/19/12 - 11/25/12	959735	06358379

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/19/12	11/23/12	M-F News 8 at 6a	6-7a	MTWTF--	:30	5	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/19/12 11/25/12 MTWTF-- 5 \$850.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u>									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
We warrant that the actual broadcast information shown on this invoice was taken from the program log.



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DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
959735-1	11/25/12	November 2012	10/29/12 - 11/25/12
Advertiser		Product	Estimate Number
American Petroleum Institute		API 2012 FH	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	11/19/12	11/23/12	M-F 5-6p News	5-6p	M-W-F--	:30	3	\$1,100.00	NM
6	11/19/12	11/22/12	M-F News 8 at 6p	6-630p	MT-T---	:30	3	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/19/12 11/25/12 MT-T--- 3 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL M 11/19/12 6:28 PM M-F News 8 at 6p 6-630p :30 APIT1013H \$1,300.00 NM 2 WGAL Tu 11/20/12 5:58 PM M-F News 8 at 6p 6-630p :30 APIT1013H \$1,300.00 NM 3 WGAL Th 11/22/12 6:28 PM M-F News 8 at 6p 6-630p :30 APIT1013H \$1,300.00 NM									
7	11/19/12	11/23/12	M-Su News 8 at 11p	11-1135p	MTWTF--	:30	5	\$775.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/19/12 11/25/12 MTWTF-- 5 \$775.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL M 11/19/12 11:31 PM M-Su News 8 at 11p 11-1135p :30 APIT1023H \$775.00 NM 2 WGAL Tu 11/20/12 11:31 PM M-Su News 8 at 11p 11-1135p :30 APIT1043H \$775.00 NM 4 WGAL W 11/21/12 11:30 PM M-Su News 8 at 11p 11-1135p :30 APIT1013H \$775.00 NM 5 WGAL Th 11/22/12 12:17 AM M-Su News 8 at 11p 11-1135p :30 APIT1023H \$775.00 NM LR - Football 3 WGAL F 11/23/12 11:28 PM M-Su News 8 at 11p 11-1135p :30 APIT1013H \$775.00 NM									
Total Spots							19		

Payment Terms 30 Days

<u>Gross Total</u>	\$17,225.00
<u>Agency Commission</u>	\$2,583.75
<u>Net Amount Due</u>	\$14,641.25



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Lancaster, PA 17603
Main: (717)393-5851
Billing: (410)338-6432

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
959746-1	11/18/12	November 2012	10/29/12 - 11/18/12

Station	Account Executive	Sales Office	Sales Region
WGAL	Mary Tricoli	HRP -Washington	National

Advertiser	Product	Estimate Number
American Petroleum Institu	API 2012 FH	

Billing Address:

Strategic Media - DC
Attention: Accounts Payable
3299 K Street
NW Suite 200
Washington, DC 20007

Flight Dates	Order #	Alt Order #
11/12/12 - 11/18/12	959746	06358382

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

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WGAL
P.O. Box 26878
Lehigh Valley, PA 18002-6878

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/12/12	11/16/12	M-F News 8 at 6a	6-7a	MTWTF--	:30	5	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/12/12 11/18/12 MTWTF-- 5 \$850.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WGAL	M	11/12/12	5:59 AM	M-F News 8 at 6a	6-7a	:30	APIT1013H	\$850.00 NM
2	WGAL	Tu	11/13/12	6:14 AM	M-F News 8 at 6a	6-7a	:30	APIT1023H	\$850.00 NM
4	WGAL	W	11/14/12	6:38 AM	M-F News 8 at 6a	6-7a	:30	APIT1013H	\$850.00 NM
1	WGAL	Th	11/15/12	6:59 AM	M-F News 8 at 6a	6-7a	:30	APIT1013H	\$850.00 NM
5	WGAL	F	11/16/12	6:22 AM	M-F News 8 at 6a	6-7a	:30	APIT1013H	\$850.00 NM
2	11/13/12	11/16/12	NBC Today Show	7-9A	-T-TF--	:30	3	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/12/12 11/18/12 -T-TF-- 3 \$750.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Tu	11/13/12	8:47 AM	NBC Today Show	7-9A	:30	APIT1013H	\$750.00 NM
2	WGAL	Th	11/15/12	8:37 AM	NBC Today Show	7-9A	:30	APIT1013H	\$750.00 NM
3	WGAL	F	11/16/12	7:23 AM	NBC Today Show	7-9A	:30	APIT1023H	\$750.00 NM
3	11/17/12	11/17/12	NBC Saturday Today	7-9a	-----1-	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/12/12 11/18/12 -----1- 1 \$500.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Sa	11/17/12	7:51 AM	NBC Saturday Today	7-9a	:30	APIT1013H	\$500.00 NM
4	11/18/12	11/18/12	NBC Sunday Today	8-9a	-----1	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/12/12 11/18/12 -----1 1 \$650.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Su	11/18/12	7:59 AM	NBC Sunday Today	8-9a	:30	APIT1043H	\$650.00 NM
5	11/18/12	11/18/12	NFL	NFL Various	-----1	:30	1	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/12/12 11/18/12 -----1 1 \$4,000.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Su	11/18/12	9:58 PM	NFL	NFL Various	:30	APIT1013H	\$4,000.00 NM

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Advertiser		Product	Estimate Number
American Petroleum Institute		API 2012 FH	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	11/18/12	11/18/12	NFL	NFL Various	-----1	:30	1	\$4,000.00	NM
6	11/12/12	11/16/12	M-F 5-6p News	5-6p	M-W-F--	:30	3	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/12/12 11/18/12 M-W-F-- 3 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WGAL M 11/12/12 5:11 PM M-F 5-6p News 5-6p :30 APIT1043H \$1,100.00 NM 1 WGAL W 11/14/12 5:29 PM M-F 5-6p News 5-6p :30 APIT1043H \$1,100.00 NM 3 WGAL F 11/16/12 5:39 PM M-F 5-6p News 5-6p :30 APIT1013H \$1,100.00 NM									
7	11/13/12	11/15/12	M-F News 8 at 6p	6-630p	-T-T---	:30	2	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/12/12 11/18/12 -T-T--- 2 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Tu 11/13/12 5:58 PM M-F News 8 at 6p 6-630p :30 APIT1053H \$1,300.00 NM 2 WGAL Th 11/15/12 6:28 PM M-F News 8 at 6p 6-630p :30 APIT1013H \$1,300.00 NM									
8	11/12/12	11/16/12	M-Su News 8 at 11p	11-1135p	M--TF--	:30	3	\$775.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/12/12 11/18/12 M--TF-- 3 \$775.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL M 11/12/12 11:25 PM M-Su News 8 at 11p 11-1135p :30 APIT1013H \$775.00 NM 3 WGAL Th 11/15/12 11:23 PM M-Su News 8 at 11p 11-1135p :30 APIT1043H \$775.00 NM 2 WGAL F 11/16/12 11:26 PM M-Su News 8 at 11p 11-1135p :30 APIT1053H \$775.00 NM									
Total Spots							19		

Payment Terms 30 Days

<u>Gross Total</u>	\$19,875.00
<u>Agency Commission</u>	\$2,981.25
<u>Net Amount Due</u>	\$16,893.75